

F.A.T.C. NEWS

FLORIDA ANTIQUE TACKLE COLLECTORS NEWSLETTER

VOLUME 34 NUMBER 2

IN MEMORY OF
FRANK H. CARTER



UNION HARDWARE

STEEL RODS

UNKNOWN MAKER "BLUE ANGEL"



SALESMAN SAMPLE BOARD

E. J. LONN



FATC MEMBERSHIP DUES

[PLEASE READ]

Over the years we have received membership dues from existing members and new members in a variety of ways and location. Some have been sent to officers and directors of the club, some have gone to the president and an increasing number have been payed by PayPal. On occasion, some of these payments have been misplaced or not received at all, frustrating our new members and existing members alike. As a result members were not receiving any information or Newsletters from the FATC.

To resolve this issue and smooth out our process, we would like to have all new or existing membership dues sent to one location "shown below". This is our Treasurers address. Send it to this address if you are paying by CHECK [**make checks payable to FATC**] PAYPAL WILL ALSO BE ACCEPTED AND IS THE PREFERABLE WAY TO PAY. SEE THE FATC WEBSITE.

Also, in order to get everyone in the directory, who wants to be listed in the directory, we are requiring that all membership dues be paid by [**March 1st of each year**], so we can include the directory in our second Newsletter sent out in April. THANK YOU for your help in these matters and we're looking forward to seeing you all at the next show!

MAIL CHECKS TO;

FATC
485 Marsh Creek Road
Venice, Florida 34292-5314

PAY THROUGH PAYPAL;

Use the FATC Website
www.fatc.net

FATC AWARDS CRITRIA

It has come to our attention that many of our FATC members are not aware of the various benchmarks used to judge the exhibits at our FATC shows. The following is a synopsis of the criteria used to reach our decisions;

Educational Information Identification & Labeling Rarity Completeness
Condition Overall Presentation
Uniqueness and / or Originality

An exhibitor who wins a major award at one show is not eligible to win another major award for a period of one year. This exhibitor however, may win a major award within this time period if they display an exhibit that is entirely different.

Exhibit cards with the name of the exhibit and the owners name should be displayed prominently on their exhibit. These cards can be obtained at the registration desk.

Thank you

Awards Committee

Rick Vaughn and Paul Snider

PRESIDENTS MESSAGE

Mike Mais



Hello FATC Members

This is not the way I would have wanted my first presidents message to start, but it is part of life.

It is with great remorse, that I would like to inform you, that on March 9th, 2020 we lost one of our great members and collector when Frank Carter passed away. He was a friend to each and every member of the club or with whom ever he talked with or educated on Florida lures. He was also an contributor to the Vol. 7 Florida Lure Makers & Their Lures, which he coauthor, with Bill Stuart & Joe Yates. He will be missed at our shows.

Now to the lighter side, we had a very successful Daytona show this year with a 60 table increase over 2019. We also signed up about 30 new members this year. I would like to thank everyone that attended and displayed during this show. For those that haven't heard yet Larry Lucas has stepped up as show host for the 2021 Daytona show. We will also have a Bagley special section setup for the 2021 Daytona show.

We have two good show locations this year, starting with Dick Braun in Punta Gorda, FL on June 19 -20, 2020. We always have a good show in this location and Dick is promises another great show. The last show for this year will be hosted by Ron Gast in St Petersburg, FL August 21-23, 2020. This show is a nice family location right on the west coast beaches, and we always get a lot of items in the auction from the public. I'm looking forward to seeing everyone at the shows this year.

As president I have two goals set, first to bring the membership back-up and second to return the Daytona show back to 350 tables! I am always open to suggestions and will talk with everyone, so give me a call or email with any ideas or problems. I will answer all questions.

Final thought: "Inside every old person, is a young person wondering what happened"!

Mike Mais

Thanks to all who helped with my collection!

~Chuck

WANTED:

Genuine

Heddon

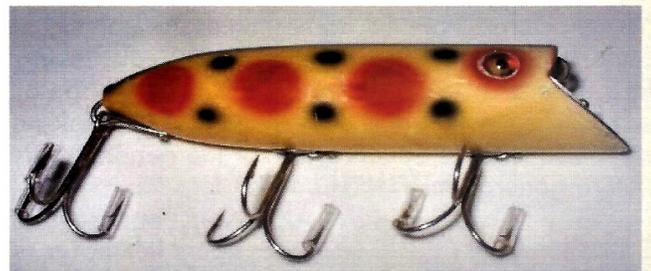
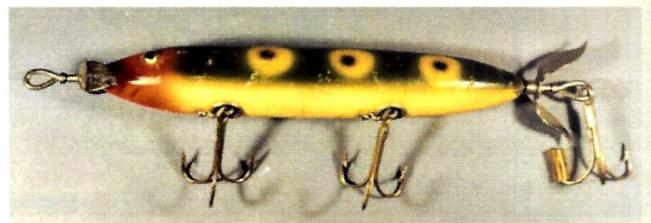
LURES

FATC
NFLCC

C. HEDDON
519 Sugar Ridge Ct.
Longwood, FL 32779

(407) 862-7562





Cell: 321-439-4011

cheddon@mpinet.net

EDITOR NOTES

Jeff Windisman

With the passing of Frank Carter we lost a great person, collector and preserver of Florida tackle history. Frank always had a smile and hello for every one he met, if he knew you or not. He will be missed.

Another Daytona show is behind us. What a great show it was with such a diversity of tackle from rod, reels and every lure from Florida and across the U.S., that you could think of. The Frog collections brought in for display were outstanding! As our president stated in his message, the 2021 Daytona show featured display will be on the Bagley Bait Co. and I know theirs a bunch of those out there, so "start now" getting them ready for display for next year.

Frank Carter contributed stories for our newsletter for the "Unknown Florida Makers" section. With his passing, Joe Yates has kindly taken over this endeavor. Joe's first installment is a torpedo type lure Call the "Blue Angel". We have a story from Charlie Tanner on the Union Hardware Co., the predecessor of True Temper line of steel rods which started back in 1864. We have another story from Joe Yates, on E. J. Lonn. But it's not on his baits that he sold here in Florida, but more on what he accomplice in his life that led up to his tackle business. A very interesting read.

To the right of this page, I've made a list of some stories that I would like to see in upcoming Newsletters. Like I stated "No Story is to Small", it can be a page or half page article or a full blown four page article. I'm always willing to help you put it together!

The Dalton Man

MISSING

An Article by YOU
PLEASE CONTRIBUTE

NOTE: Of all of the nice displays that we see at the shows and of all of the information that is in the your heads - we all have a lot we can share.



WISH LIST OF FUTURE STORIES

If it interest you, it will interest us,
"write about it", no story is to small !

- 1 - A reel maker from Florida or a named company reel made by another company.
- 2 - A bamboo rod, flyrod, casting or saltwater that's produce in Florida.
- 3 - Other tackle made in Florida, bobbers, tackle boxes etc.
- 4 - Stories on small Florida lure makers. If you know of a garage maker that maybe made only one lure, tell us about it.
- 5 - Even though we are a Florida club that doesn't mean that it has to be about Florida tackle only. Write about what you collect, we would love to read it.

WANTED

PAW PAW PLENTY SPARKLES

5500-SENIOR, 5600 JUNIOR

JEFF WINDISMAN

jkwlure2@outlook.com



In Memory Of Francis “Frank” H. Carter, Jr. August 12, 1944 – March 9, 2020

Frank was born to Francis Hunter (Frank) Carter, Sr. and Betty Baggs Carter in an Army tent at Dale Mabry Field on August 12, 1944. He died suddenly at home on March 9, 2020. He was the oldest of 8 siblings. Frank was graduated from Leon High School in 1962, and Florida State University in 1966, with a degree in Criminology. He lived most of his life in Tallahassee except for 3 years in Miami when his Father took a job down there and 5 years in the Navy. After graduating college, Frank headed to Pensacola, to start his career in the Navy as a pilot, and was assigned to fly the S-2. Frank flew over the North Atlantic on the carrier of U.S.S. Wasp and the U.S.S. Essex. He was a Wasp centurion, having over 100 carrier landings on the ship. After leaving his regular commission, he stayed in the Navy Reserves for a total of 27 years and retired at the rank of Captain. Frank was retired from FDLE and as Director of the Division of Security in the Florida Lottery. After he retired from the Lottery, he spent another 13 years as a security consultant and private investigator.

Frank loved his family, his friends and his church. His passion was collecting old fishing lures, fishing and gardening. He was a member of St. John's Episcopal Church, where he was a former senior warden and served as a verger.

He is also a member of the Florida Antique Tackle Club, the National Fishing Lure Collectors Club, the Carolina Antique Tackle Club, the Quiet Birdmen, the Capitol Tiger Bay Club and the Economic Club.

Frank leaves behind his wife of 31 years, Linda D. Carter of Tallahassee; his son Mike and daughter-in-law Stephanie; grandsons Donovan and Spencer all of Atlanta; five of seven siblings, and his beloved "Katrina" dog, Miss Shyla.

Frank was a frequent contributor to the *FATC NEWS* and was a co-author of Volume VII of *Florida Lure Makers and Their Lures*. His timeline display of Florida lures was unequalled and told the story of Florida lure makers from the earliest days to modern time. He was passionate about adding to the display and the importance of lure making in Florida's history. Frank was always happy to share his knowledge with others and eager to learn anything that others might share with him. His Florida lure maker timeline will be shared with everyone as a permanent part of the Florida Museum of History.



Frank Carter was a mentor to some and a friend to many. He leaves behind a large legacy with our lure club and an even larger legacy in life. He was a very special man and he is missed by all who knew him!

UNKNOWN FLORIDA LURE MAKERS

Blue Angel-COTCO International

Joe Yates



While we know this lure as the “Blue Angel,” we know nothing about his maker beyond what is printed on the plastic box. The lure maker is COTCO-International of Pompano Beach, Florida. The Letter “T” in the company name resembles a spear.



The Blue Angel lure is made of wood and has surface hardware. It resembles the #130 series Torpedo made by the Heddon Bait Co. Unmarked spinner props are mounted at each end. It measures 4 1/4” in length and weighs 3/4oz. The bait shown [above] has plastic eyes, which are orange in color with a black pupil. Other Blue Angel lures have been seen with decal eyes. The bait has been found in several different colors patterns and all appear to be spray painted. The blue pattern [above] shown here has hand painted decorations on each side. All of the examples found so far have come in a hinged plastic box. A white insert has been added to the inside of the box shown [above right] to improve legibility.



All of the Blue Angel lures that I have seen came from the same seller on ebay. He told me that each one came from a tackle box of a semi-pro fisherman from Texas. The seller had no other information about the lures.

Please let me know if you have seen other variations of this lure or have any information about the maker. I would like to tell the story in the next volume of *Florida Lure Makers and Their Lures*.

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FATC 2019 FINANCIAL REPORT

Displayed below for your review, are financial statements reflecting the Florida Antique Tackle Collectors Inc. balance sheet for fiscal years 2016 thru 2019. Also included are income and expense statements for fiscal 2018 and 2019.

While FATC's cash position remained relatively stable over the past years, the 2019 statement reflects some decline over previous periods. Declines in membership payments and show attendance, as well increases in expenses for the newsletter and other operating expenses led to the drop in overall available cash.

However towards the end of 2019 and the first part of 2020 Daytona Show resulted in an increase in our cash position and a positive outlook for 2020. Your continued attendance at shows and payments of membership dues on a timely basis will insure our ongoing operating and financial success.

Thanks

Bill Premaza—Treasurer

Balance Sheet

US-GAAP

FLORIDA ANTIQUE TACKLE COLLECTORS, INC.

| CURRENT ASSETS | DECEMBER 31,2016 | DECEMBER 31,2017 | DECEMBER 31,2018 | DECEMBER 31,2019 |
|--------------------------------------|------------------|------------------|------------------|------------------|
| Cash | \$19,539 | \$15,019 | \$15,082 | \$12,529 |
| Accounts Receivable | | | | |
| -Doubtful Accounts | | | | |
| Inventory | | | | |
| TEMPORARY INVESTMENTS (CD'S) | \$25,015 | \$25,017 | \$25,047 | \$25,142 |
| Prepaid Expenses | | \$4,000 | \$5,035 | \$4,992 |
| Other Current Assets | | | | |
| TOTAL CURRENT ASSETS | \$44,554 | \$44,036 | \$45,164 | \$42,663 |
| FIXED ASSETS | | | | |
| Long Term Investments | | | | |
| Land | | | | |
| Buildings | | | | |
| -Accumulated Depreciation | | | | |
| Property, Plant and Equipment | | | | |
| -Accumulated Depreciation | | | | |
| TOTAL NET FIXED ASSETS | \$0 | \$0 | \$0 | \$0 |
| TOTAL ASSETS | \$44,554 | \$44,036 | \$45,164 | \$42,663 |

LIABILITIES AND SHAREHOLDERS' EQUITY

| CURRENT LIABILITIES | DECEMBER 31,2016 | DECEMBER 31,2017 | DECEMBER 31,2018 | DECEMBER 2019 |
|-------------------------------------------|------------------|------------------|------------------|--------------------|
| Accounts Payable | | | | |
| Short Term Notes | | | | |
| Current Portion of Long Term Notes | | | | |
| Interest Payable | | | | |
| Taxes Payable | | | | |
| Accrued Payroll | | | | |
| Other Current Liabilities | | | | |
| TOTAL CURRENT LIABILITIES | \$0 | \$0 | \$0 | \$0.00 |
| LONG TERM LIABILITIES | | | | |
| Long Term Debt | | | | |
| Deferred Income Taxes | | | | |
| Other Long Term Liabilities | | | | |
| TOTAL LONG TERM LIABILITIES | \$0 | \$0 | \$0 | \$0.00 |
| SHAREHOLDERS' EQUITY | | | | |
| Capital Stock | | | | |
| Additional Paid in Capital | | | | |
| Retained Earnings | \$44,554 | \$44,036 | \$45,164 | \$42,663 |
| TOTAL SHAREHOLDERS' EQUITY | \$44,554 | \$44,036 | \$45,164 | \$42,663.00 |
| TOTAL LIABILITIES AND EQUITY | \$44,554 | \$44,036 | \$45,164 | \$42,663.00 |

Statement of Financial Activity Years Ended December 2019 & 2018

| REVENUE : | Fiscal 2019 | Fiscal 2018 |
|-------------------------------------------|---------------------|---------------------|
| Membership Dues | \$6,055.00 | \$4,865.00 |
| Show Registrations | 2,855.00 | 3,675.00 |
| Table Sales | 9,410.00 | 11,935.00 |
| Auction Proceeds | 2,271.00 | 2,643.76 |
| Club Lures and Patches | 1,360.00 | 2,187.00 |
| Visitors Admission | 1,025.00 | 1,021.00 |
| Advertising Revenue | 810.00 | 1,500.00 |
| Miscellaneous Income | 374.00 | 438.00 |
| Table Reimbursement | 610.00 | 0.00 |
| Total Revenues | \$24,770.00 | \$28,264.76 |
| EXPENSES: | | |
| Showroom/Tables | \$11,035.00 | \$11,957.48 |
| Advertising | 1,593 | 893.95 |
| Awards | 793.95 | 748.98 |
| Security | 1,696 | 2,079.47 |
| Auction Set Up | 400 | 526.46 |
| Supplies | 1,469 | 1,585.80 |
| Show Hosts | 1,100 | 803.65 |
| Board Expense | 369.56 | 396.04 |
| Tax Accounting | 302.26 | 475.00 |
| Support(Editor,Treasurer,Internet) | 2,250 | 2,067.02 |
| Newsletter | 6,065.60 | 6,883.10 |
| Liability Insurance | 1,542 | 1,529 |
| Sunbiz(State Filing) | 131.25 | 61.25 |
| Brochure (New Members) | 0 | 585.89 |
| Paypal | 312.05 | 374.07 |
| Sales Tax Penalty | 50 | 50 |
| Vigio(Internet Maintenance) | 149.70 | 299.40 |
| Killer Baits | 1,025 | 1,025 |
| Patches | 0 | 519 |
| Post Card Mailing | 487.16 | 0 |
| Shredding Old Docs etc. | 66.85 | 0 |
| Stamps | 96.00 | See supplies |
| TOTAL EXPENSES | \$30,934.33 | \$32,316.56 |
| NET REVENUES(LOSS) | (\$6,164.33) | (\$4,051.80) |

FATC BOARD OF DIRECTORS MEETING DAYTONA 2020

Secretary—Rick Vaughn

Saturday February 29, 2020

Meeting called to order 7:30am

Quarterly treasurers report issued by Bill Premaza, brief overview of current year end numbers. Discussed final Fleming Island show and Winter Haven show final profit totals. Treasurers report accepted by board.

Jeff Windisman reports that to this date the number of members has grown to 325.

Mike Mais informs board members that FATC website administrator Joe Yates will not except compensation for his work and will provide his services as a gratuity to the club.

Ron Gast questions if the number of tables sold at this years Daytona show was greater than last years show, Mike Hall confirms an increase in tables sold and registered members attendance .

Mike Hall proposes advertising for the Daytona show twice a year in the NFLCC and ORCA newsletter. A one half page ad in their newsletters 2 issues prior to the Daytona show and a full page ad in the issues immediately prior to the Daytona show. No new ad copy to be required, just dates changed to existing ads. Butch to oversee ads in ORCA publications. Board agrees.

Mike Hall announced that Larry Lucas will take over role of Daytona show host for 2021

Mike Mais discussed upcoming 2021 shows in Punta Gorda and St Pete, as well as possible 2022 shows in Altamonte Springs being looked into by Chuck Heddon and Jeff Windisman.

Ed Weston to oversee obtaining info on club members willing to be in the FATC newsletter "Club Members Profile" section.

Jeff to include in the membership directory the map of directors areas and the clubs bylaws

Ed Weston to take over the South East region director seat , replacing outgoing director Jim Duncan. Bob Coon to replace Ed Weston as director at large.

Meeting adjourned 8:10am

Board Members in Attendance: Ron Gast, Chuck Heddon, Dale Van De Voort, Tom Wilkerson, Mike Hall, Rick Vaughn, Ed Weston, Paul Snider, Butch Carey, Bob Coon, Jeff Windisman, Bill Premaza

FATC DAYTONA 2020 BUSINESS MEETING

Sunday March 1st

Meeting called to order 8:05am

Ed Weston moves to maintain current board members currently up for renomination, Central-Ron Gast, East-Ed Weston, Southwest-Rick Vaughn, South-Butch Carey. Seconded, approved by board.

Mike Mais nominated as FATC president, voted in unanimously by board.

Brief discussion of new members signed up at the during the Daytona show.

Board members recognize and thank Patti Carey for her service to the club and all the other volunteers who helped at the registration desk and other related show duties.

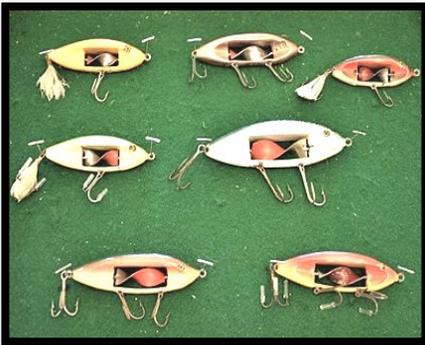
Meeting adjourned 8:20am

Board Members in Attendance: Butch Carey, Mike Hall, Mike Mais, Ed Weston, Ron Gast, Bob Coon, Chuck Heddon, Rick Vaughn, Tom Wilkerson

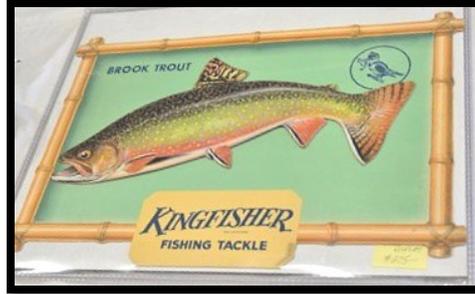
FATC DAYTONA SHOW 2020



TAYLOR LURES
Taylor



JOE YATES & KEVIN ORR



KAREN & ARTHUR EDWARDS, WAYNE EDENS
AND RUSTY JESSE



SHOW GETTING STARTED FRIDAY MORNING



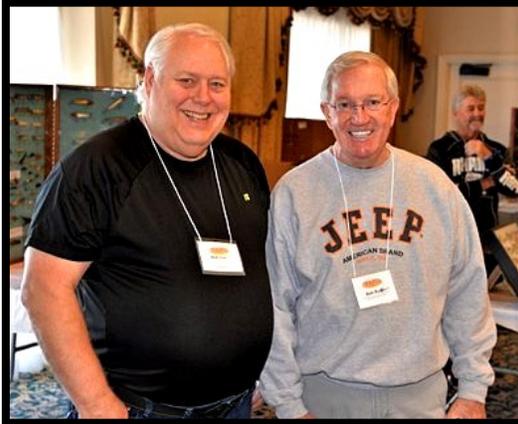
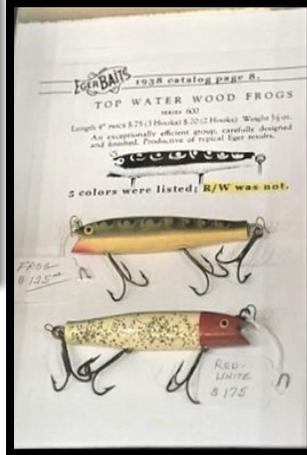
FATC DAYTONA SHOW 2020



DAYTONA SHOW GETTING FIRE-UP



COACH TOM, WAYNE EDENS & JOE STAGNITTI TALKING TACKLE.



BOB COON & BOB BULKLEY



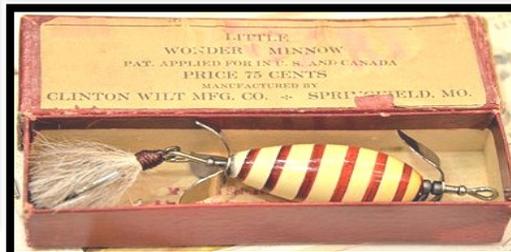
FATC DAYTONA SHOW 2020



GAIL & NORM LECLAIR



JEFF WINDISMAN & DALE VAN DE VOORT



FATC DAYTONA SHOW AWARD WINNERS 2020



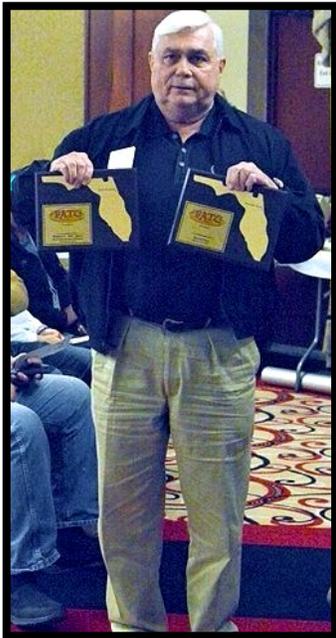
RICK VAUGHN ANNOUNCES DAYTONA AWARD WINNERS



BERNIE SCHULTZ WON BEST "FROG DISPLAY" AWARD



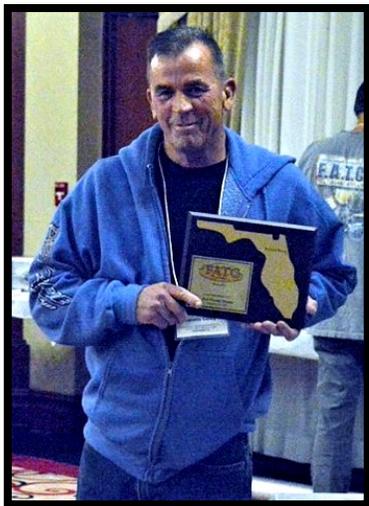
WAYNE EDENS WON "BEST OF SHOW & "BEST NON CREEK CUHB" AWARDS FOR HIS EARLY LURES DISPLAY'S



KAREN EDWARDS WON "BEST TOPICAL AWARD" FOR HER JAN CUMMINGS COLLECTION



CHARLIE TANNER WON "BEST TOPICAL" AWARD FOR HIS HISTORY OF STEEL RODS



DENNIS COLEY WON THE "BEST FLORIDA" AWARD FOR HIS DISPLAY OF BARRACUDA LURES



MEMBERS READY FOR THE AUCTION TO BEGIN

[NOT PICTURED] MIKE NOGAY WON THE AWARD FOR HIS "BEST REEL DISPLAY" OF ORVIS FLY REELS

FEATURED CLUB MEMBER

Arthur & Karen Edwards



It all started in the early 1990s when my supervisor at work gave me a boxed Pflueger Mustang. I thought, "this is cool", so Karen and I started looking for more lure treasures. Our 1st tackle show we ever attended was in St Louis. We heard of a fishing tackle show, while in town on business, Karen flew up that weekend and we both went to see what it was all about. It was the NFLCC-National show WoW! Major overload! After just about buying anything that caught our eye, we were advised by a fellow collector to focus on one thing. So, the Creek Chub Wigglefish, which held the world record for the largemouth bass here in Georgia, became our focus on lure collecting.

After putting together a few lures, we ask the man that built the cabinets in our home to build a couple display cases for us, so we could hang them on our wall to display the small, but growing collection. I have always enjoyed woodworking, so when I received the cases, I thought, "I can build that". So I built us a few more! I joined the FATC not long after being at our first tackle show. At a Daytona show someone ask if I could build them some cases, "the rest is history". Karen also enjoys working in the shop with me, we enjoy seeing our cases in other collectors hands at all the shows that we attend. Build a case - buy a lure, that's been our philosophy!

Karen and I were high school sweethearts and have always enjoyed doing things together. We enjoy going to antique shows and shops looking for lures [among other things]. We love road trips, so going to lure shows are adventures for us. We take several days to get their stopping along the way. We are always looking for that special color Wigglefish. We collect basically anything Creek Chub, but also have collection of Chippewas, Johnson Automatic Strikers and of course Georgia made Vann Clays. Karen also collects some contemporary makers, and an excellent Jan Cummings collection that we are very proud of.



Our Favorite Wigglefish

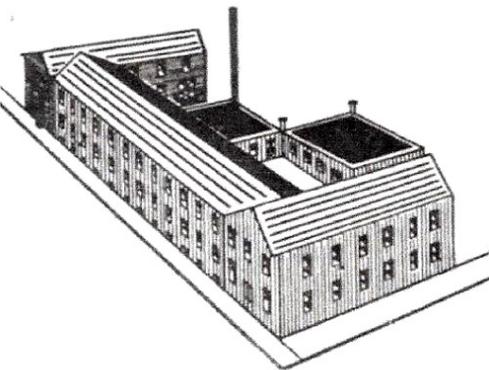
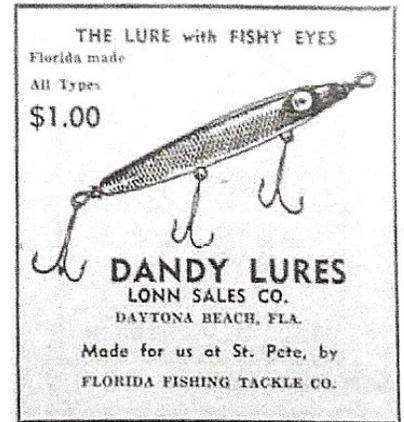
E.J. LONN

More Than Meets The Eyes

Joe Yates

Collectors of Florida-made Dandy Lures are familiar with the Slogan; "the lure with the fishy eyes" seen in this 1951 *Florida Wildlife* advertisement [right]. There is very much more than meets the eyes when it comes to the man behind Dandy lures. E.J. Lonn was a highly respected civic leader and philanthropist. He was also a very successful businessman, long before he became involved with fishing lures and tackle.

Edward Julius Lonn was born June 13, 1869 in LaPorte, Indiana. He was the oldest of eight children born to Swedish immigrants, John Lonn and Nelly Pamola Lonn. John Lonn came to America at the age of twenty-five, locating in LaPorte, where he lived for the rest of his life. Trained as a tanner in Sweden, Lonn worked as superintendent of the Eliel Tannery before opening his own tannery. In 1871 he opened the Lonn Store at 921 Main street in LaPorte. The store began as a wholesale hide, fur and wool business and expanded to include harness manufacturing in 1883. The enterprise grew to become one of LaPorte's chief manufacturing industries.



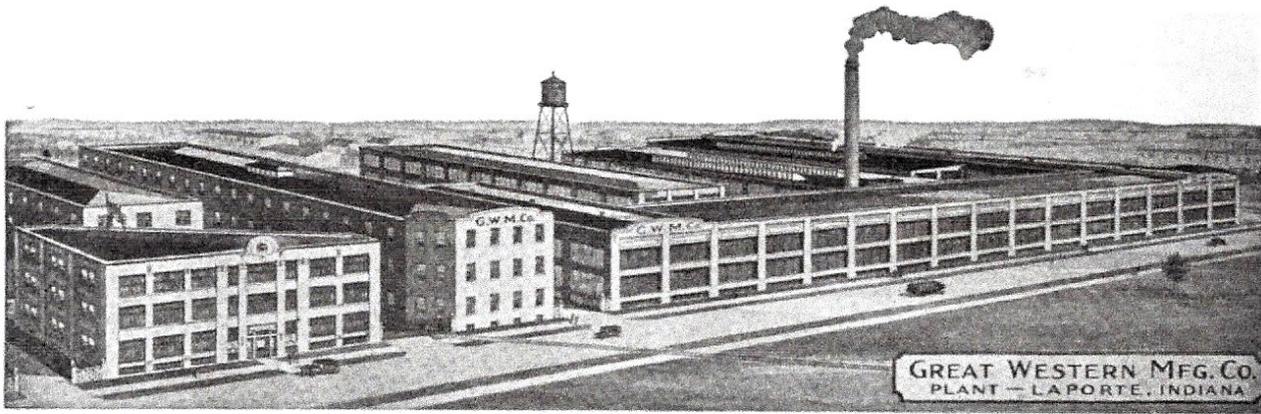
PLANT IN 1896

The little factory from which the Great Western grew

By 1897 John Lonn was joined by family members who had become involved with the rapidly growing bicycle business. Harness manufacturing was discontinued. Two years later the firm of John Lonn & Sons company was succeeded by the Great Western Manufacturing Company, which became the largest independent bicycle factory in the world. In his 1919 Volume 1 of *Indiana and Indiana's*, author Jacob Piatt Dunn attributed Great Western's success; "to the commercial energy and sagacity of Julius Lonn and also to the ability and wisdom of the late John Lonn and other members of his family." Dunn told the story of Edward Julius Lonn's early career; "while he found his early opportunities for a business career in the enterprises founded by his father, his own exceptional talents have taken him into the ranks of the foremost American industrial leaders." He was educated in the public schools of LaPorte and at Professor Holmes Business College, and his first responsibilities in business came in 1890, when he was appointed traveling salesman in the wholesale saddlery and leather line. Two years later he became an active associate with his father as secretary and general manager of John Lonn & Sons Company.

Professor Holmes Business College, and his first responsibilities in business came in 1890, when he was appointed traveling salesman in the wholesale saddlery and leather line. Two years later he became an active associate with his father as secretary and general manager of John Lonn & Sons Company.

"Julius Lonn's distinguishing success was the result of his early recognition of the opportunities afforded in the bicycle industry. In 1895 he was elected secretary of the Crown Cycle Company. Then, in 1899, he reorganized this company and by taking over the Adlake and American bicycle plants formed a new company which became the nucleus of the Great Western Manufacturing Company, with Mr. Lonn as its secretary and general manager. Later the Fauber Manufacturing Company and its patents were purchased, and twelve United States patents for bicycles and automobiles were taken out. In 1905 Mr. Lonn bought controlling interest in the Great Western Manufacturing Company and soon afterwards was elected its president and general manager."

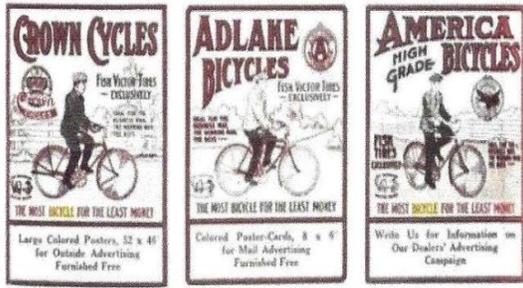


The modern plant of the Great Western Manufacturing Company, where efficiency and standardization are twin watchwords

The illustration [above] appeared in the May 25, 1922 issue of *Motorcycle illustrated*. By that time Great Western Manufacturing Company had become what Jacob Dunn described as “the largest exclusive bicycle plant in America.” The business is international in scope and with LaPorte as the manufacturing center, there are distributing agencies and branch offices in the leading commercial centers of America. The business is international in scope, and with LaPorte as the manufacturing center there are distributing agencies and branch offices in the leading commercial centers of America;

New York, Chicago, San Francisco and Boston. The company owns and controls more patents on bicycles construction and designs than any other similar enterprise. Its factory at LaPorte, the largest and most completely equipped of it's kind in the world, has a daily production of 500 complete machines, which are sold under the registered trademark. Obviously it is a business which is regarded as one of the most vital, in fact one of the corner stones of LaPorte's permanent prosperity. The pay roll amounts to over half a million dollars annually, and the volume of business runs into the millions.

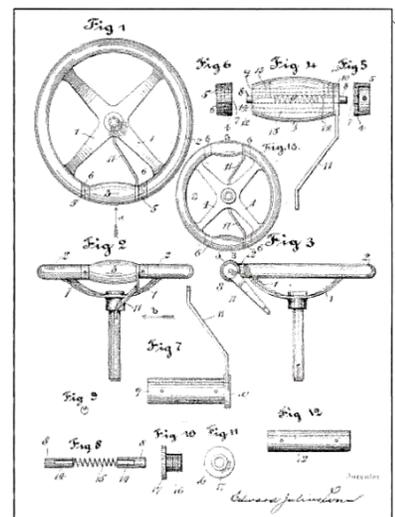
1,000,000 NEW BICYCLES FOR 1916



BICYCLES EXCLUSIVELY If You Wish to Make Money and Satisfied Customers Write Us. **CAPACITY 500 BICYCLES DAILY**

Many of the bicycle patents controlled by Great Western Manufacturing Company were for E.J. Lonn own inventions. He held at half dozen patents for bicycle frames, forks and various parts and pieces from 1905—1925. His earliest known patent was for a *Steering Wheel for Motor Vehicles* as seen at right.

Edward Julius Lonn interest and activities extended well beyond the world of bicycle making. According to Dunn, “Mr. Lonn is also known in the LaPorte community as a banker. In 1912 he was one of the organizers of the People's Trust and Savings Bank of LaPorte and was elected its vice president. Like his honored father before him, he has made business, not the supreme interest of his life. But largely a means and instrumentality of board and effective service to his community and to humanity. These interests and his public sprit have found expression through the medium of a long list of organization. For six years he served as president of the board of education of LaPorte. He is a member of the National Chamber of Commerce of Washington, DC, the National Association of Manufacturers and the National Association of Credit Men of New York City, of the LaPorte Chamber of Commerce, the Indiana Manufacturers Association, the Society of Mechanical Engineers, the Society of Automotive Engineers of New York City, the Alexander Hamilton Institute of New York City and is vice president of the Bicycle Manufacturers Association and Chairman of its war service committee in Washington, DC.



For over a year his time and his business were at the disposal of the government in behalf of any patriotic undertaking. He is a life member of the American Red Cross Society of Washington, served as chairman of the LaPorte County Chapter of the American Red Cross, and is a member of the Indiana State Executive Committee at Indianapolis of the Red Cross. He was also a member of the Executive Committee of LaPorte in the Liberty Loans and other war campaigns. He also served as a member of the County Council of Defense.

"Mr. Lonn was one of the organizers and vice president of the LaPorte Country Club, is a member of the Columbia Club of Indianapolis, South Shore Country Club of Chicago, American Academy of Political and Social Science, the LaPorte Historical Society, and the Amateur Musical Club of LaPorte. He is a member of the first Presbyterian Church and a charter member of the LaPorte Lodge of Elks, B.P.O.E. No. 396".

Despite his many business and civic activities, E.J. Lonn frequently found time to travel to Florida for vacations with his wife, Jennie Miller Lonn and sons Julius Miller Lonn and Earl Wendall Lonn. Returning home from several weeks vacationing in Miami in 1916. Lonn wrote to a friend; "spring is just beginning to show and there is snow and ice around the sides of the streets, but it is beginning to melt. I expect another February will find me going right straight to Miami. That looks like the best place for me during the months of February and March". It was not long until Lonn found parts of Florida that he liked better than Miami. In the early 1920s E.J. Lonn began spending his winter months either in Tampa or in the Polk County town of Babson Park. By the end of the decade it was time for Lonn to retire and he and his wife made Babson Park their new permanent home. Lonn's timing was good; the stock market crash and great depression were not kind to the bicycle business and the Great Western Manufacturing Company and related businesses were taken over by creditors.

**I Can Put Your Business
In Sound Condition**
My experience is based upon
25 years experience manu-
facturing, selling, banking.
Edward Julius Lonn
Business Counselor.
116 E. Lafayette St. Phone 3610.
Rooms 211-212 Morales Bldg.

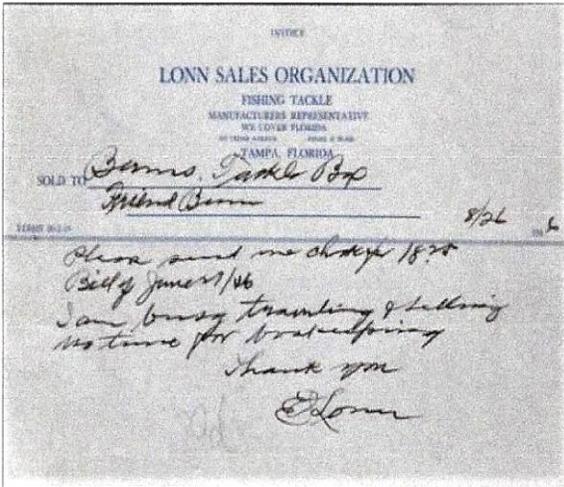
E.J. Lonn moved to Tampa, Florida and began pursuing a variety of business opportunities. This advertisement appeared in the October 29, 1933 edition of the Tampa Tribune.

Retired" is really not a good word to describe Edward Julius Lonn. Though he had no great need for money, Lonn was as driven in retirement as he had been his entire life. It is possible that the death of his wife in 1932, left a void in his life that he needed to fill by staying busy.

2 SALESMEN for Tampa to sell an automatic water saver to garages and filling stations; pays for itself quickly. Quick seller, liberal commissions. E. J. Lonn, Bay View Hotel, 9 to 4, February 8th.

This ad [above] appeared in the February 6, 1936 edition of the Tampa Tribune

It was not long after this venture that Edward Julius Lonn began his career in the fishing lure industry. When he celebrated his 70th birthday on June 12, 1939, Mr. and Mrs. William F. Eger were among his guest at a luncheon party in he Lafayette Room of the Tampa Terrace Hotel. Most readers already know that Lonn went to work for Eger Bait Company in the 1930s and served as the Florida Sales Manager. He sold lures for Eger and also For Florida Fishing Tackle Manufacturing Company in the mid 1940s.

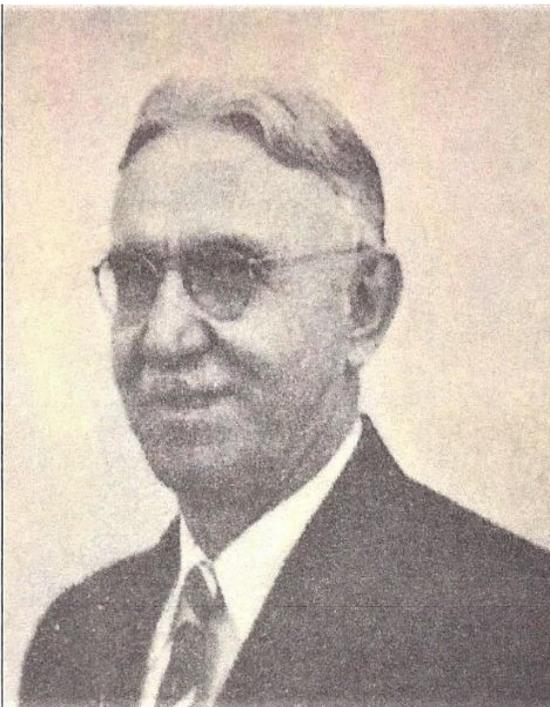
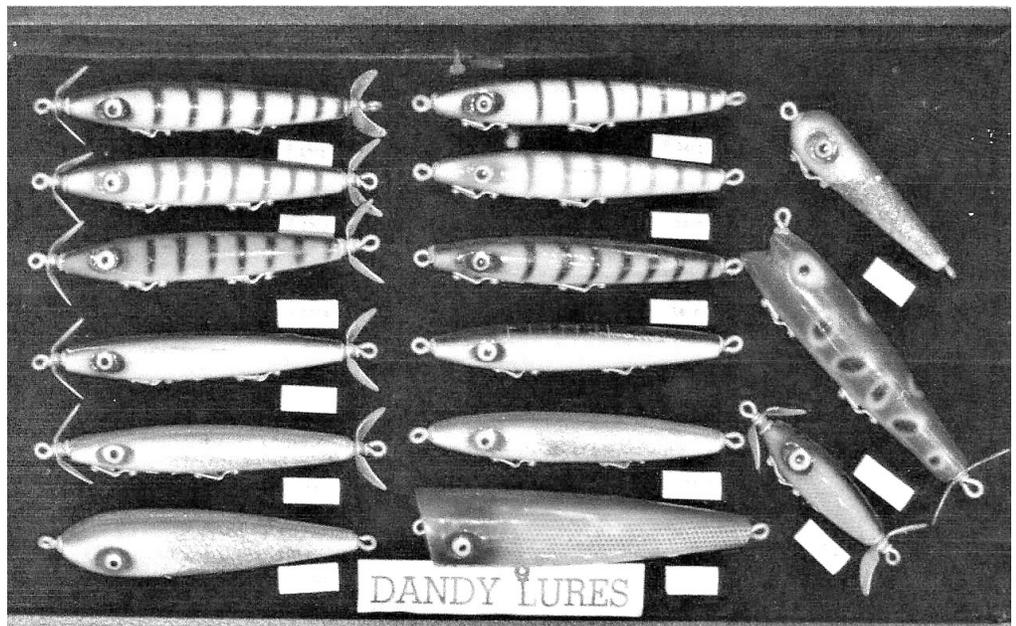


At that time Lonn Sales Organization of Tampa, Florida was representing any number of different lure makers. Lonn stayed very busy traveling the state of Florida selling lures. In this 1946 invoice requesting payment from a customer, Lonn made it clear that he was “busy traveling and selling—no time for bookkeeping”. Keep in mind that E.J. Lonn was 77 years old at this busy time of his life.

Most readers also know that E.J. Lonn started his own lure company in the 1940s. His line of “Dandy Lures” were made in St Pete, Florida by Florida Fishing Tackle Manu. Co. for the sake of

brevery, I suggest that readers who want to know more about E.J. Lonn’s lure company refer to the story in Volume1 of the; *Florida Lure Makers and Their Lures*.

The picture at right will serve to fill in a few blanks in the Florida Lure Makers story. This salesman sample of Dandy Lures is from the Lloyd Jett collection and resides in the Tallahassee Automobile Museum. It provides definitive information about some of the Dandy Lures models and color numbers.



Edward Julius Lonn passed away on May 5, 1953 at the Daytona Beach home of his son Julius M. Lonn. His obituary describes him as “former winter resident of Babson Park and a resident of Tampa for approximately 20 years.....He was 84. He was formerly associated with the Eger Bait Co. of Bartow and represented the Penn Reel Co. in Florida until his son took over several years ago on his retirement.

It is not altogether fair to say that Lonn ever really retired. He was a tireless worker his entire life and his story is much bigger than those fishy little eyes.

WELCOME NEW MEMBERS

Craig Barber
185 Spruce Valley Rd.
Athens, GA 30605
706-338-5625
mcbarber227@gmail.com

Dean Smith
44 Adams Rd.
Ridgeville, CT 06877
203-515-3289
reelsmith@aol.com

Chris Smith
1128 Carmona Pl.
St-Augustine, FL 32092
904-315-3944
chris@southbreezeof.com

Alexander Thieneman
3708 Rue E Million
Matairie, LA 70002
sandybr@cox.net

Tony Hayes
2400 Maddox Chapel Rd. NE
Dalton, GA 30721
706-463-2510

David & Terri Stalnaker
12 Lisawood CT
Little Rock, AZ 72227
870-918-6180
davestal@megasack.com

Charles Kowchak
770 Eastridge Dr.
Orange City, FL
32763-8002
386-747-7053

Stephen Carta
13410 NW Wax Myrtle Trail
Palm City, FL 34990
293-453-1191
stephencarta@gmail.com

Juan Lopez
1203 Carlton Arms Cir.
Bradenton, FL 34208
miamistyle91@gmail.com

Jerry Olguin
2253 Archer Ct.
Cocoa, FL 32926
321-205-3322
jerryolg@icloud.com

Daniel Christenson
4189 Palmer Ave.
Jacksonville, FL 32210
904-349-3490
speercovations@gmail.com

David Hall
1305 E Call St.
Starke, FL 32091
904-769-1006
davidhall110911@gmail.com

Dennis Buranek
1562 Melba Ct.
Mountain View, CA
94040-2954
flyroddb@@aol.com

Gary Hennemaw
16670 S Whatstone Ave.
Benson, AZ 97402
520-730-4432

Ken Roark
P.O. Box 942
Pomona Park, FL 32181
850-723-4027
kenroark@gmail.com

Charles Dangler
1348 Lemanto Ave. E
Jacksonville, FL 32211
904-401-4074
scn316@gmail.com

Michael Lucas
1750 6th St.
Englewood, FL 34223
941-460-1806
hookeymt@netzero.net

Jeff Henry
1550 N Sparkman Ave.
Orange City, FL 32763
386-228-7676

Don Viner
N3245 Miller Rd.
Lacrosse, WI 54603
608-386-6821

Alan Wares
35104 Riverside Ct.
Leesburg, FL 34788
512-535-8831

Kevin Wentz, Florida

UNION HARDWARECO. *STEEL FISHING RODS

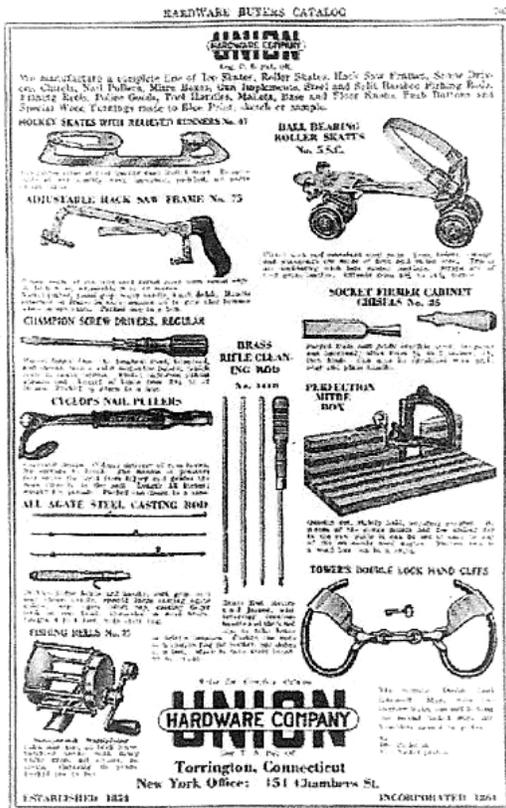
Charlie Tanner

The "Hardware Company" started business in 1864 around the end of the Civil War in West Torrington, Connecticut. The company occupied a small building on the west branch of the Naugatuck River a little above the bridge that connected the town's main road. The Company spent about a year and half in this location, which was known as "Torrington Hollow". It's history notes that the building was known as a "Lock Shop" and most likely produce locks. When Union took over the building, it was producing ice skates.

Union was added to the Hardware Co. name between 1865 and 1866. The company incorporated with Franklin Farrell as president, Achille F. Migeon as secretary-treasurer and a major stock holder, George Turrell. They started with a capital of \$12,000 dollars. In 1866 Union Hardware expanded and bought additional property and water rights about a mile down along the river. In this location they erected a new 40' by 150' foot building. At this new location over the years they produced ice skates and roller skates and even produced a beer cooler that was very successful for their business, they even made a Varsity of hardware items.

In 1905 the company entered the fishing tackle business. Their first venture was steel fishing rods, [**Steel is a common reference to these rods. Actually they are made with a blend of various metals*] followed by fishing reels, then bamboo fishing rods a few years later. Their product line grew in the 1920s and was the main stay of there business. In this same time period they were also producing tubular golf shafts, and by 1946 the company discontinued it's vast line of hardware products to concentrate solely in the sporting goods area. Union Hardware steel rods had the model names: Samson, Sunnybrook, Union Steel and Vim Steel Fishing Rods. They offered all possible trimmings and also produced trade rods for retailers.

In 1960 the company became part of the Brunswick Corporation and eventually became part of True Temper Sports Inc. Thanks to Ms. Carol Clapp of Torrington, CT Historical Society with her research on Union Hardware.



In 1927 the companies sales office at 151 Chambers St. NYC produced catalogs for retailers. Items were listed with prices that depended on the number of rods ordered of a certain model.

UNION
HARDWARE COMPANY

FISHING TACKLE

**Steel Fishing Rods
Split Bamboo Fishing Rods
Jointed Bamboo Poles
Fishing Reels**

CATALOGUE No. 10

UNION
HARDWARE COMPANY

Reg. U. S. Pat. Off.

**TORRINGTON, CONN.
U. S. A.**

New York City 151 Chambers Street

UNION FISHING TACKLE

CATALOGUE NO. 10
GUARANTEE

Our products are not guaranteed, and we charge for all repairs and replacements. They are carefully made, thoroughly inspected and put to a severe test. We expect to continue their manufacture, and realize that unless they are good we cannot do so with success. Every effort is therefore being constantly made to maintain our high standard of quality.

SPECIAL CHARGES

A 25 cent packing charge will be made on all steel rod shipments of less than twelve rods.

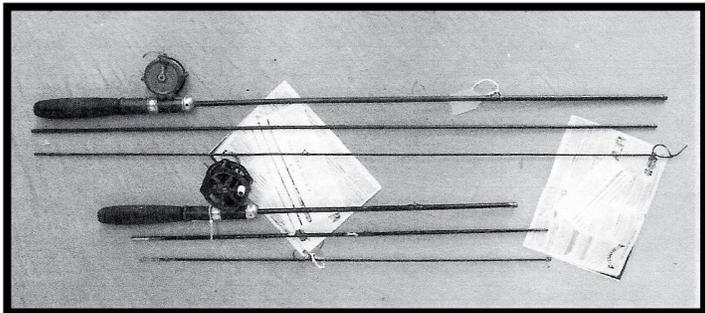
There will be no packing charge on bamboo rod shipments regardless of quantity.

All rods ordered with trimmings other than regularly shown in the following pages will be considered as Special Rods and charged at 10 per cent. above the price of the rods.



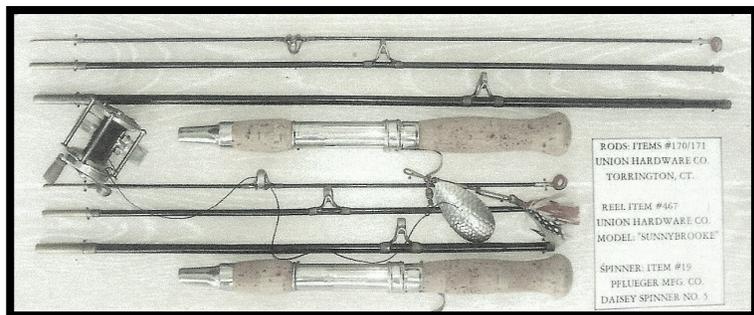
Reg. U. S. Pat. Off.
Torrington, Conn.
New York Office: 151 Chambers Street

As well as fishing tackle they produced many hardware items along with ice and roller skates. I wonder how well the handcuffs sold?

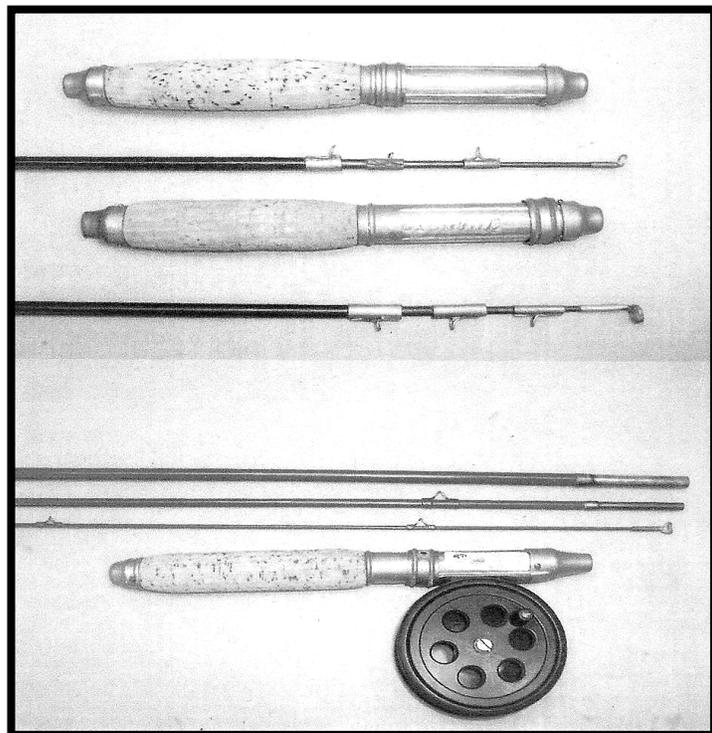
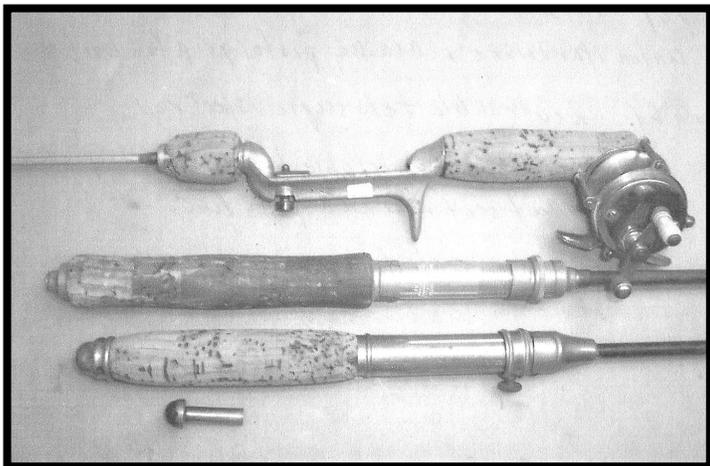


Union Hardware's "Vim" 3pc. 9ft and 5ft steel rods with snake guides and 3 ring tip tops. Sold in Vim Sporting Goods Stores in the early 1920s. Prices ranged from \$1.25 and \$1.75

[R] In a display case are two mint unused 3pc. Union Hardware steel rods with agate guides along with companies Sunnybrooke reel.



[L] Top to Bottom - Union Hardware's classic pistol bait casting handle, a reversible handle on a 9ft telescopic steel rod, "Samson" 8ft telescopic steel rod with reversible handle [pat. Pend.] and a butt cap to fill the empty hole in the handle.

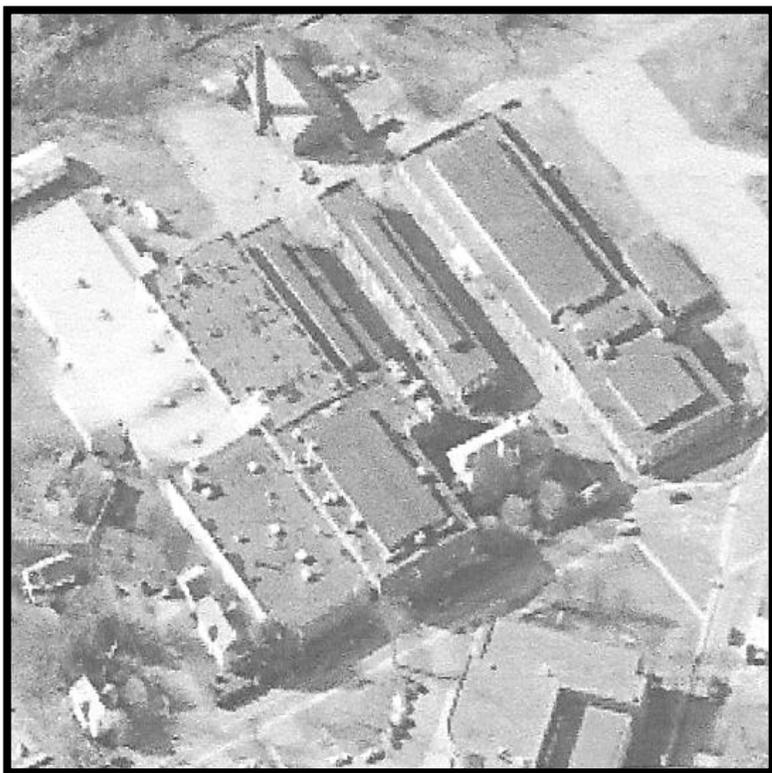


Union Hardware made many rods with store brand or private labels, above are some examples.

Top: "Star" 9ft telescopic seamed tubular rod

Middle: "Cyclone" 9ft telescopic seamed tubular rod

Bottom: H.I. Frost Co. "Frostco" 9ft seamed tubular telescopic rod. This rod has Union Hardware's patented locking slide ring



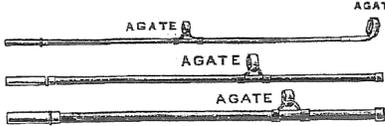
Aerial view of the Union Hardware Company Complex in Torrington, CT in the 1950s

Shows page from the Edward K. Tryon Company [right] of their Kingfisher series called the "Titan", which were made by Union Hardware Co.

192 EDW. K. TRYON COMPANY, PHILADELPHIA.

KINGFISHER TITAN STEEL RODS

EACH ROD PUT UP IN CLOTH PARTITION BAG

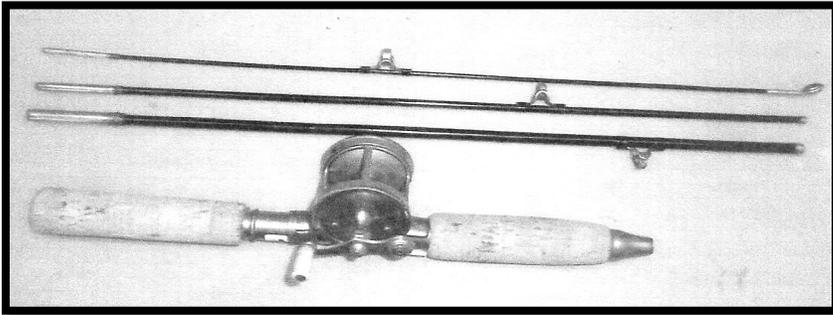



SOLID CORK

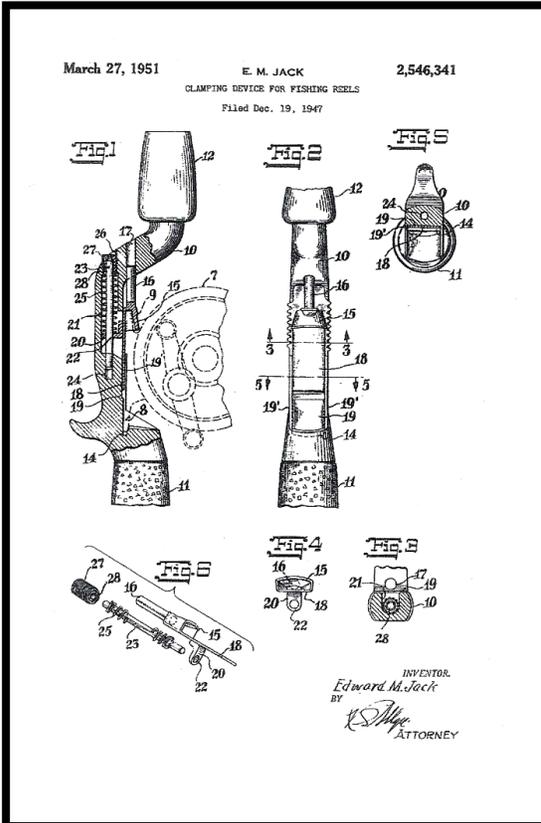
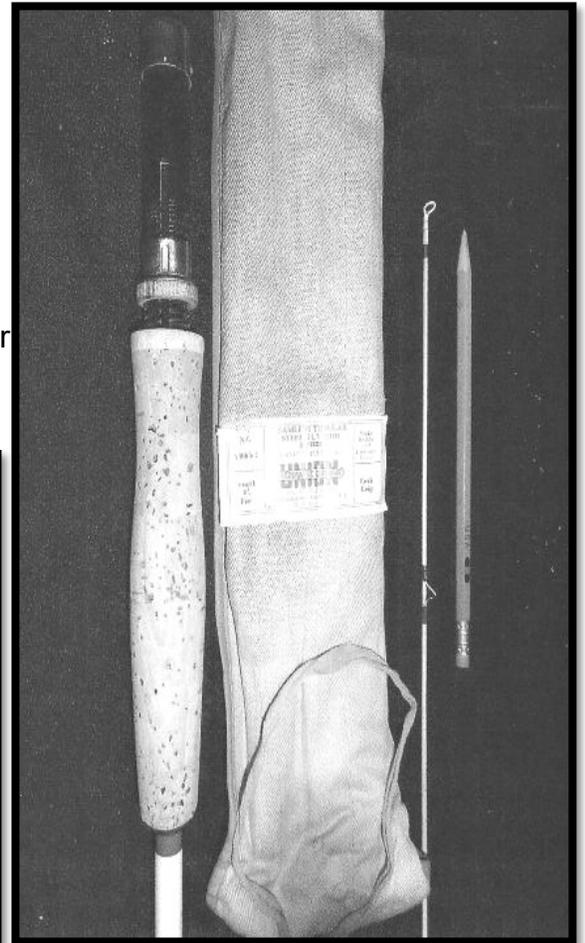
Kingfisher Titan Silk Wound Steel Bait Casting Rods are stronger than any similar style rod and are practically unbreakable. They are wound the entire length with finest quality Brown silk. They are reinforced at the joints with additional windings, water-proofed and finished with best quality spar varnish, alloy lined. They will not warp, buckle or rust. Made in three pieces with separate solid cork double grasp with finger hook attached. Trimmed with all narrow agate casting guides and offset agate lip top.

| | | | |
|-------------|----------------------------------------------------------------------------------|------|--------|
| No. 203 | —Length, 3 feet; silk wound; full agate mounted..... | Each | \$7 50 |
| No. 203 1/2 | —Length, 3 1/2 feet; silk wound; full agate mounted..... | Each | 7 50 |
| No. 204 1/2 | —Length, 4 1/2 feet; silk wound; full agate mounted..... | Each | 7 50 |
| No. 205 | —Length, 5 feet; silk wound; full agate mounted..... | Each | 7 50 |
| No. 205 1/2 | —Length, 5 1/2 feet; silk wound; full agate mounted..... | Each | 7 50 |
| No. 206 | —Length, 6 feet; silk wound; full agate mounted..... | Each | 7 50 |
| No. 103 | —Length, 3 feet. Same as above, black enamel finish, full agate mounted..... | Each | \$4 00 |
| No. 103 1/2 | —Length, 3 1/2 feet. Same as above, black enamel finish, full agate mounted..... | Each | 4 00 |
| No. 104 1/2 | —Length, 4 1/2 feet. Same as above, black enamel finish, full agate mounted..... | Each | 4 00 |
| No. 105 | —Length, 5 feet. Same as above, black enamel finish, full agate mounted..... | Each | 4 00 |
| No. 105 1/2 | —Length, 5 1/2 feet. Same as above, black enamel finish, full agate mounted..... | Each | 4 00 |

Below is a Union Hardware 4pc - 5 1/2ft seamed tubular steel rod [handle re-corked], marked "Titan" made for the Edward K. Tryon Co.



The company placed ads in popular magazines and their product was well known. 1950s ad.

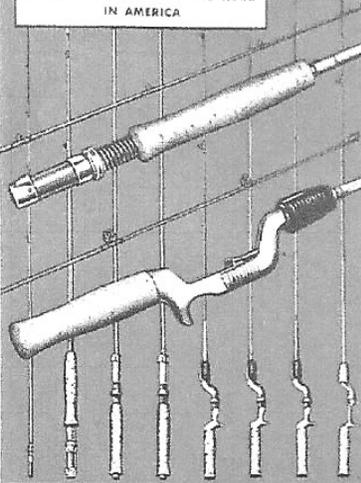


The company had many patents for fishing tackle assigned to them. Example: A 1957 clamping device to attach a reel to the handle.

UNION

HARDWARE COMPANY

ONE OF THE OLDEST AND LARGEST MANUFACTURERS OF FISHING RODS IN AMERICA



A COMPLETE LINE of split bamboo and steel fishing rods is now available under the "UNION HARDWARE" label through your fishing tackle dealer.

Send for illustrated folder showing the complete line for '49.

UNION HARDWARE COMPANY
 Torrington, Connecticut

* * * * *

ROLLER AND ICE SKATES, FISHING RODS, HAND TOOLS

Union Hardware final attempt to produce Metal rods of the highest quality possible To compete with fiberglass rods showing up in the 1950s. This 2pc #A4065-2 is made in a blend of metals drawn through a series of machines to obtain it's tubular shape and finished in a pearl lacquer Coating.

President: **Mike Mais**, 352-622-2868, siammike@gmail.com
 Vice President: **Chuck Heddon**, 407-862-7562, cheddon@mpinet.net
 Secretary: **Rick Vaughn**, 941-223-8996, fishboy6500@yahoo.com
 Treasurer: **Bill Premaza**, 504-913-4900, wpremaza@aol.com
 Auction Chair: **Dennis Coley**, 727-647-4807, myhotride@yahoo.com
 Awards Committee: **Rick Vaughn**, 941-223-8996, fishboy6500@yahoo.com
 And **Paul Snider**, 850-485-2111, paulsnider@cox.net
 Advertising: **Bill Premaza**, 504-913-4900, wpremaza@aol.com
 FATC Newsletter Editor: **Jeff Windisman**, 863-326-0757, jkw lure@tampabay.rr.com
 2845 Berkley Rd Auburndale, Florida 33823
 Membership Director: **Jeff Windisman**

DIRECTORS:

Dale Van De Voort, 863-205-1408, luredale@verizon.com [W]
Ed Weston, 561-301-9062, enotsew@hotmail.com [E]
Tom Wilkerson, 352-209-9654, oldstufflures@gmail.com [NE]
Ron Gast, 407-496-7940, ron@luresnreels.com [Central]

Rick Vaughn, 941-223-8996, fishboy6500@yahoo.com [SW]
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{FATC AD RATES} EFFECTIVE 2018

| | | | | |
|----------------------------------------------|----------|----|----------|----|
| Classified "Tackle Box" ads [Black & White] | \$3.50 | 1x | \$10.00 | 3x |
| Classified "Tackle Box" ads [Color] | \$5.00 | 1x | \$12.50 | 3x |
| Business Card ads [Black & White] | \$10.00 | 1x | \$29.00 | 3x |
| Business Card ads [Color] | \$15.00 | 1x | \$40.00 | 3x |
| 1/4-Page ads [Black & White] | \$50.00 | 1x | \$120.00 | 3x |
| 1/4-Page ads [Color] | \$75.00 | 1x | \$200.00 | 3x |
| 1/2-Page ads [Black & White] "horizontal" | \$90.00 | 1x | \$215.00 | 3x |
| 1/2-Page ads [Color] "horizontal" | \$200.00 | 1x | \$450.00 | 3x |
| 1/2-Page ads [Color] "vertical" | \$300.00 | 1x | \$679.00 | 3x |
| Full Page ads [Black & White] "only content" | \$160.00 | 1x | \$380.00 | 3x |

FLORIDA ANTIQUE TACKLE COLLECTORS, INC.

A NOT-FOR-PROFIT EDUCATIONAL ORGANIZATION

DEDICATED TO THE PRESERVATION OF OUR ANGING HERITAGE

Florida Antique Tackle Collectors, Inc [FATC] is a not-for-profit educational corporation in the State of Florida. The purpose of the FATC is educational through the collection and distribution of historical and technical data regarding fishing equipment, its development, its inventors and manufactures from the earliest times through the present day and to assist other groups and individuals having a similar purpose. In order to enhance the knowledge of these subjects, the collection and preservation of examples of fishing tackle is to be encouraged for the benefit of present and future generations.

FATC was founded in 1987. The founders felt that a statewide organization would provide additional opportunities for residents of Florida and others to learn more about the history of angling in Florida and elsewhere. FATC sponsors three exhibitions, open to the public, annually at different Florida locations. At the exhibitions members display their collections, interact with the public and engage in other activities in keeping with the purpose of the FATC. The FATC publishes a newsletter tri-annually and an annual Membership directory. FATC is not affiliated in any way with the National Fishing Lure Collectors Club [NFLCC] or the Old Reel Collectors Association Inc. [ORCA], but encourages FATC members to support those organizations.

FATC annual membership dues are \$35 domestic, \$40 Canada, \$45 foreign or \$700 life membership [domestic], \$800 life membership [Canada], \$900 life membership [foreign] 20x annual dues. Please direct membership inquires or applications [with your dues] To the FATC membership director listed above. For membership applications, visit our website at: www.fatc.net



2020 FATC CLUB PATCH

CALENDAR OF EVENTS

PUNTA GORDA FATC SUMMER SHOW

June 19, 20, & 21 2020

Waterfront Hotel & Suites, Punta Gorda, Florida

Show Host: Dick Braun

tzq.8330@gmail.com

ST PETERSBURG FATC FALL SHOW

August 21, 22, & 23 2020

Dolphin Beach Resort, St Pete, Florida

Show Host: Ron Gast

ron@luresnreels.com